

Contact Center

Development Plans

Highlights Microlog's

Commitment to the

INFO
Family

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EXHIBIT

F 3/4

Rich Tehrani, Group Publisher for TMC



Microlog News spoke with Rich Tehrani, Group Publisher, about the increasing industry demands being placed on call center operations.

How important is a call center operation to a company's bottom line?

Call centers are the most important way a business has to make

human contact with their customers. Of all the forms of customer communication that exist, such as face-to-face, web, e-mail, TV — only call centers paint an interactive human personality on your entire organization. Properly run, a call center can convert questions to sales, convert sales to upgrades and can create cross-selling opportunities. No other vehicle allows a representative to communicate live with as many potential customers as your call center. If you are not making the most of your call center operation, you are missing a tremendous opportunity to increase profit potential with minimal investment.

Has this importance been overlooked in regards to revenue potential?

Yes. Tremendous opportunities exist to leverage customer questions and information into profits. We all have databases of top customers who order regularly from us. What if we called these customers and made it even easier to order from us? What if we called our second tier of customers regularly and they rose to the first tier?

How long do you think it will take for most call center operations to incorporate multiple-media technology into their customer call centers?

The web has brought many customers into the age of high technology. These customers are comfortable with e-mail and multimedia computing. Within the next few years, most large call centers will have no choice but to implement technologies that allow e-mail and fax to be routed as telephone calls are routed today.

How have call centers been handling these media without the technology?

Pretty poorly. I have heard of stories of call centers taking weeks to respond to e-mails from their customers. Sometimes they don't respond. The rapid growth of the Internet caught many corporations off guard.

How is technology contributing to expanded and enhanced services at call centers?

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